

## **Hindustan Motors to double sales of Ambassador in 15-18 months news**

19 November 2010

Looking to ride a boom in the domestic auto sector, auto major Hindustan Motors, yesterday said that it aims to double the sales of its iconic Ambassador car to 24,000 units per annum launching new variants.



"We aim to double the sales of our Ambassador model to 24,000 from the present 12,000 per annum in the next 15-18 months," Hindustan Motors' managing director Manoj Jha told reporters in New Delhi.

The company plans to introduce six new variants for both the passenger as also commercial vehicle segment over a period of 12-15 months beginning the first quarter of 2011.

"We will launch six new variants in the next 12-15 months and this will help increase our sales," Jha said. He added that four of the variants would be of the Ambassador.

The Ambassador, manufactured at the company's Uttarpara, West Bengal, plant is among the oldest passenger cars manufactured in India.

The company has a tie-up for technology with Mitsubishi Motors, with its Chennai facility manufacturing Mitsubishi's Lancer and Pajero vehicles.

[http://www.domain-b.com/companies/companies\\_h/Hind\\_Motors/20101119\\_ambassador.html](http://www.domain-b.com/companies/companies_h/Hind_Motors/20101119_ambassador.html)